The Magic In the music of Disney

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WHAT MAKES DISNEY SO SUCCESSFUL?

THESIS: Walt Disney created a film industry that has captivated people of all ages for years, and the main reason for the franchise’s success is its music.
“Sometimes I think of myself as a little bee. I go from one area of the Studio to another and gather pollen and sort of stimulate everybody. I guess that’s the job I do.” –Walt Disney
DISNEY’S WAY OF DOING THINGS

• Concerned with how things ought to be, not with how things were
• Promoted Friendliness
• Everything was part of a show - escape from reality
Purposeful Music

“Disney never imagined taking the easy way out. That’s certainly in my opinion one of the secrets of his success. Never to leave a thing until it had been milked in every possible way, and working it out in the best possible manner no matter how much time it took or how much money it cost. He built his pictures that way.” –Dave Tietyen
Disney was extremely concerned that sound and music were an integral part of his productions and that the synchronization of sound and action was perfect.” –Dave Tietyen
BAMBI - 1942
THE ARISTOCATS - 1970
Thematic Music

• “In a sense, a whole new kind of narrative had to be evolved, with a different focus and set of thematic concerns to those that had prevailed previously.” - David Whitley
REFERENCES

• “Mickey Mouse and Friends – The Band Concert (1935),” Youtube video, 8:45, posted by “edgelee84,” March 30, 2008. https://www.youtube.com/watch?v=IErXg5kBXXg


• Once upon a Time: Walt Disney, the Sources of Inspiration for the Disney Studios. Munich: Prestel, 2006.
